



THE BLACK SWAN

JULY, 1969

Vol. 6, No. 4



THE OFFICIAL JOURNAL OF THE SWAN BREWERY CO. LIMITED, PERTH, WESTERN AUSTRALIA



Party Time In Antarctica

Scientists at the Australian Antarctic base at Mawson held an impromptu celebration when a consignment of Swan Lager arrived at the base recently.

The consignment was shipped from the Port of Fremantle aboard the supply ship *Nella Dan*.

Mawson is more than 4,000 miles south west of Fremantle and one of the loneliest places in Antarctica.

The *Nella Dan* carried a relief team of 10 men to re-open the Australian base at Davis, picked up a 24-man survey party between Mawson and Davis and picked up another group from Macquarie Island en route back to Melbourne.

The operation took 8½ weeks.

The picture left, taken at Mawson, shows two of the Australian party enjoying cans of Swan while a husky workdog "takes it easy".

On the cover

Our cover picture for this issue was taken in the heart of the timber country in the State's south west region.

Western Australian hardwoods such as jarrah, karri and wandoo are some of the best of their type in the world.

Jarrah and karri have been exported since 1831 and today timber worth about \$34 million is cut from W.A. forests each year.

Jarrah trees grow to an average height of 120 feet while karri trees often grow to more than 200 feet. These giants of the forest can take more than 100 years to fully mature before being cut.

The State's Forests Department exercises strict control to maintain and expand this forest wealth.

Efforts are being constantly made to increase plantations of soft woods and at the same time maintain and improve the development rate for hardwood forests.



BUSINESS BUSTLE



The scene is Vancouver Airport and the occasion is an informal discussion between the Premier of Western Australia, Sir David Brand, M.L.A. and the Australian Government Trade Commissioner in Vancouver, Mr. John L. Chapman.

The photograph was taken during Sir David's recent visit to North America as part of a three month overseas tour which will also take in Britain and Europe.

The man behind the camera was Bill Mitchell, the Premier's Public Relations Officer.

During the tour the Premier is having talks with government, industry and business leaders aimed at improving the climate for overseas capital investment in Western Australia.

PEACE AND QUIET



Kununurra in Western Australia's Kimberley region is the hub of development activity for the construction of the main Ord Dam project.

For some years the town has been best known as the centre for cotton growing and other experimental crops under irrigation supplied by the small Ord River diversion dam.

Now as the main Ord project begins to get under way, the tempo of activity in the area is increasing rapidly—however, there is still some leisure time for construction workers in the area, such as the two Americans shown here having a lunch hour game of chess under a shady tree.

Midland Club Wins Cricket Prize

The Swan Brewery's Perpetual Trophy for the best overall performance in the Western Australian Cricket Association's annual competition was won by the Midland-Guildford club.

The club scored a total of 557 points in the four grades of the competition and, in addition, won the first grade premiership.

At the club's annual dinner, Swan's General Manager (Operations), Mr. L. Zampatti, made the presentation to club captain Tony Mann.

Other Swan trophies were won by the victorious teams in the second, third and fourth grades—Nedlands, Melville and University respectively.

In the final of the first grade match Midland-Guildford batted first for a total of 309 and Nedlands replied with a first innings total of 165.

In the second innings Midland-Guildford declared at seven wickets for 517 and in a sensational decision, the Nedlands acting captain Bob



Swan's General Manager (Operations), Mr. Lloyd Zampatti (right) presents the Swan trophy to Tony Mann, captain of the Midland-Guildford "A" grade cricket team.

Meuleman, declared his team's second innings closed with the score at 1/0.

This left Midland-Guildford easy winners of the first grade premiership for 1969.



The Times pop group at Exmouth—from left: Tony Tyler, Jim Sheridan (Leader), Reg Carson, Fred Bloffwitch and Alan Trosser.

By Bus To Darwin

When it comes to ingenuity, The Times pop music group is not lacking.

Recently, the group decided to see the North West and North between Carnarvon, 600 miles north of Perth, and Darwin, more than 2,000 road miles away in the Northern Territory.

The Swan Group arranged for them to provide top class entertainment on the Swan accommodation circuit in the rugged North.

The Times bought an old passenger bus, loaded it with musical instruments and equipment, then headed north.

At towns north of Carnarvon they gave scheduled and impromptu performances to the delight of local audiences.

This was a repeat Northern visit for the group—in 1966 they toured selected centres giving concerts between Darwin and Broome.



The Swan export label for the Alberta consignment.

Routine Service In North West

The Swan's Sales and Service team makes regular routine calls at licensed premises throughout the North West and over parts of Swan's domestic sales territory which covers more than 1½ million square miles.

The Company's corporate aircraft

Exports Now Include Alberta

In 1968 the Swan Brewery became the first Australian brewery to gain official listing for its Swan Beer to be sold through Canadian Government liquor stores in British Columbia.

Now, further progress has been made in this highly competitive market and Swan has been officially accepted into Alberta, one of Canada's three prairie provinces.

Following efforts by Swan's General Marketing Manager, Mr. George Geddes, an initial consignment of Swan left Western Australia recently.

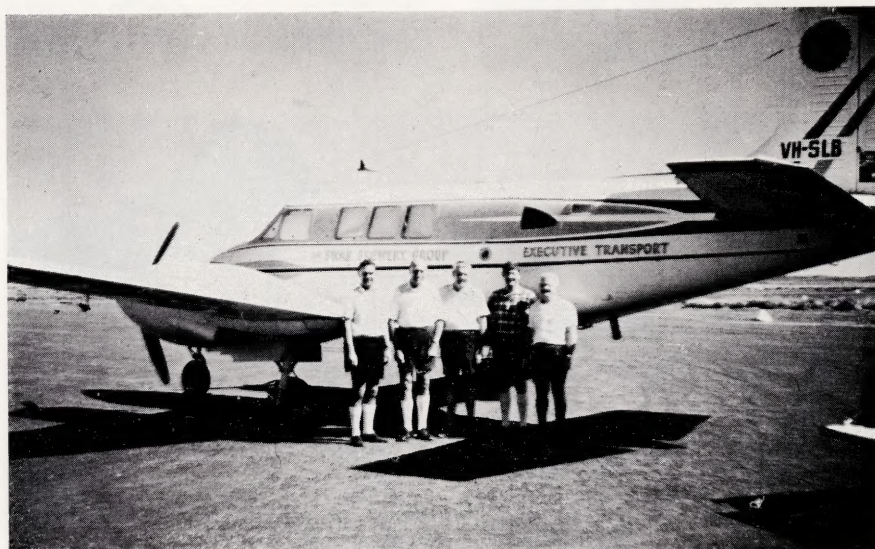
The large consignment for the Alberta Liquor Control Board, was loaded aboard the freighter Astrid Bakke at the Port of Fremantle.

Half the consignment was destined for Edmonton, capital of Alberta. The other half was bound for Calgary, also for distribution through government-controlled liquor stores.

To conform with local liquor sale regulations, the consignment carried a different export label, with each bottle bearing the words Swan Beer instead of the traditional Swan Lager—as in the photograph on this page.

The success of Swan's marketing programme in Canada and elsewhere can be attributed to the Company's constant efforts to win friends outside Australia and the assistance provided by the various Australian Government Trade Commissioners.

In the United States, Swan is readily available on both the east and west coasts as well as in the mid-west at Chicago, Minneapolis and Milwaukee.



is used where the distances involved are great—centres closer to Perth are covered by the Company's service vans carrying sales, service and technical personnel.

The picture above shows the Company's executive transport aircraft on the airstrip at Roebourne, 900 miles

north of Perth on the North West coast. From left, are: Keith Hatton of Swan's Property Department, Charles Morsley, representative, Johnson, Harper Pty. Limited, Max MacKay, of the Victoria Hotel, Roebourne, John Chapman of the sales team and Harvey Geddes, Swan beer drawing technician.

Display Team Helps Sales Efforts

Swan's Display Section is an integral part of the Company's sales promotion efforts and its primary function is to design, manufacture and supply display boards of all kinds.

It is responsible for the supply of display boards throughout Swan's domestic marketing territory of more than 1½ million square miles.

In addition to covering the requirements of all licensed premises, Swan's display team works hand in hand with the Company's advertising agents in producing special displays for exhibitions, festivals and agricultural shows of various kinds each year.

The section comprises a team of three personnel — Graham Wright who is officer-in-charge, Trevor Priestman and Warren Usher. They operate from the basement of Swan's Beer Drawing Equipment Department, located in Mount Street, Perth.



The team has two vehicles to transport display equipment from its Perth headquarters throughout the south western area of the State, east to Kalgoorlie and 600 miles north to Carnarvon. The North West region is serviced using the Company's corporate aircraft while the Northern

Officer-in-charge of the Display Section, Graham Wright puts the finishing touches to a display board.

Territory between Darwin and Alice Springs is covered by road.

Display signs are designed and made to a number of different sizes, using bright colours with maximum eye appeal.

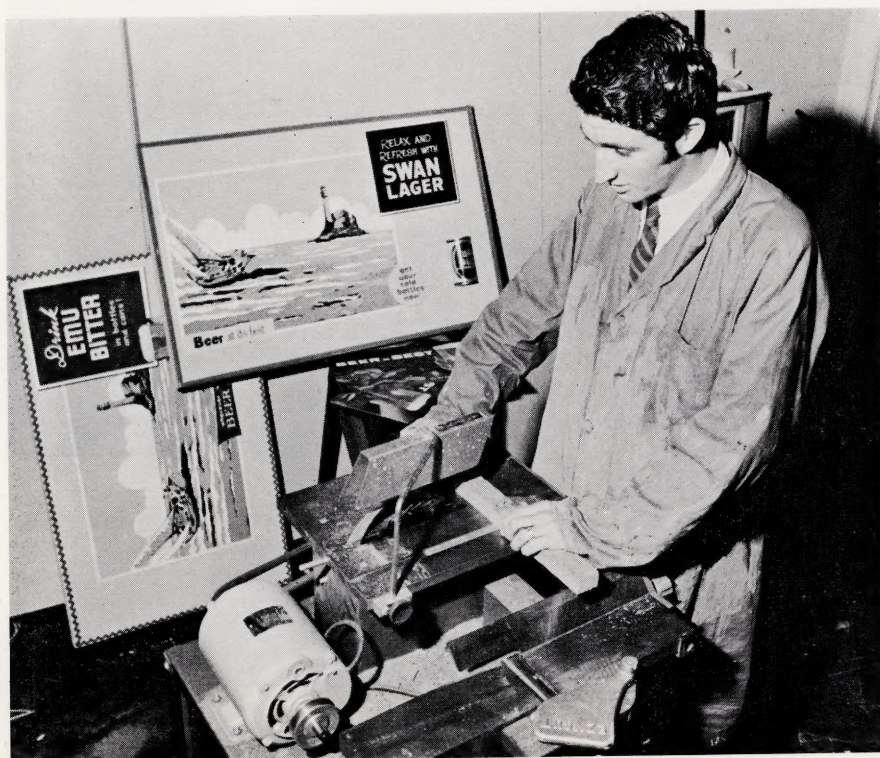
At Christmas the section manufactures displays with a festive theme for use in shop windows, hotels, clubs or gallon licences.

Officer-in-charge of the section, Graham Wright joined the Company a year ago after spending some years doing fashion display work for leading department stores in Perth. He is responsible for many of the designs used in the Swan displays—some of the designs currently in use incorporate different themes ranging from various sporting activities to a tranquil farm scene.

Special Swan displays are mounted at the annual Royal Agricultural Show, the Bunbury Agricultural Show and the Geraldton Sunshine Festival.

In addition, segments of displays are prepared for various trade exhibitions.

Trevor Priestman cuts frames for Swan display boards for use in licensed premises.





Inside Swan

Glass Company Appointment

Mr. J. M. Mack has been appointed Manager of The West Australian Glass Manufacturers Proprietary Limited.

He joined the Swan Brewery Company Limited in August 1949, and, after 18 months as a checker at Swan Section, transferred to the Company's Accounts Department at Head Office, Perth.

In recent years he has helped with the introduction of improved systems

in data processing along the most up-to-date lines and geared to match the expanding requirements of the Company.

Mr. Mack is married with four children; the eldest 17. He lives at suburban East Victoria Park.

At weekends he follows the fortunes of the Perth League Football Club in season, and in summer he swims regularly at metropolitan beaches.



Mr. J. M. Mack



Mr. D. E. Hoare

Cricketer Joins Team

Mr. D. E. Hoare has been appointed manager of the Cigarette Division of Johnson, Harper Pty. Limited.

He joined the Company in February this year after previous experience in a cigarette manufacturing organisation.

His sporting interests make him one of the better known post war cricketers to play in Western Australia—cricket has been his No. 1 sport since he was at school. He was a member of the State cricket team from 1956/65 and in 1961 he played in the Australian Test team

against the West Indies at the Adelaide Oval.

In 1963 he was selected in the Cavaliers Eleven which toured India and South Africa. Later he played in the Lancashire League competition in England for two years.

He also played Australian Rules League football with the East Fremantle team.

Currently, he is captain of the Subiaco first grade cricket team and cricket is still his principal sporting interest.

He is married with one daughter.



From left: Mrs. Tom Wilson, Mr. and Mrs. Arthur Ballantyne and David Jones. Arthur and David work in the Cellars, Emu Division.

Below, from left: Mrs. and Mr. Ronald Brentnall, Mr. and Mrs. Arthur Bellhouse and Miss Roseitta Doerites. Both men work in the Transport Department, Emu Division.

Social Club Success

When the Emu Brewery Social Club held its annual winter dance, a large crowd of members and friends went along to the South Perth Civic Centre.

The Black Swan photographer was on the spot to record the function with these pictures.



Mr. Lloyd Zampatti, General Manager (Operations), left, is pictured making a presentation to Keith Pen-ter, the retiring President of the Emu Brewery Social Club. Looking on is Robert McShane, First Aid officer, Emu Division.



William Smith, left, with Mrs. and Mr. George Smith. George is a cleaner at Emu Division.

Below, from left: Miss Bernice Hawley, Colin Carpenter, Mr. and Mrs. Ken Drew and Mrs. and Mr. William Mills. Both Ken and William work in Repairs and Maintenance, Emu Division.



Subiaco Venue



From left: Mr. and Mrs. Ian Huxtable, Miss Louise St. John-Kennedy and Mr. David Kress, technician, Swan Laboratory.

The Subiaco Civic Centre was the venue for the 1969 winter dance held by the Swan Brewery Staff Social Club.

The photographs on this page show some of the members, wives and friends who attended.



From left: Mr. William Sheppard of the Stores Section, Emu Division, Mrs. Reginald Tatam, Mrs. William Sheppard, Mrs. Vera Bickle, Mrs. Bert Ward, Mrs. Desmond Wooding, Mr. Bert Ward, Transport Officer Emu Division, and Mr. Reginald Tatam of the Bottling Department.



From left: Mrs. and Mr. John O'Neill, Supervisor, Data Processing Department, Mrs. James Mack and Miss Christine Inopulos of Data Processing.



From left: Mr. Wayne Hayley, Miss Marion Noakes, Miss Heather Woodall and Mr. Douglas White of Swan's Sales Department.

Harold Morgan

May 9 was a nostalgic occasion for Harold Morgan of the Repairs and Maintenance Section, Emu Division, for that was the day he retired after nearly 31 years' service with the Company.

Harold joined Swan in June, 1938 and spent many years as a plumber in Repairs and Maintenance.

This photograph, taken at Swan's Amenities Block, shows, from left: Percy Hall, retired Swan painter, Jack Frost of the Repairs and Maintenance Section, Emu Division, Mr. Eustace Tennant, engineer-in-charge, Perth Operations, Harold Morgan and Ernest Atkinson of the Brew-house, Emu Division.



Two Farewells Span 58 Years

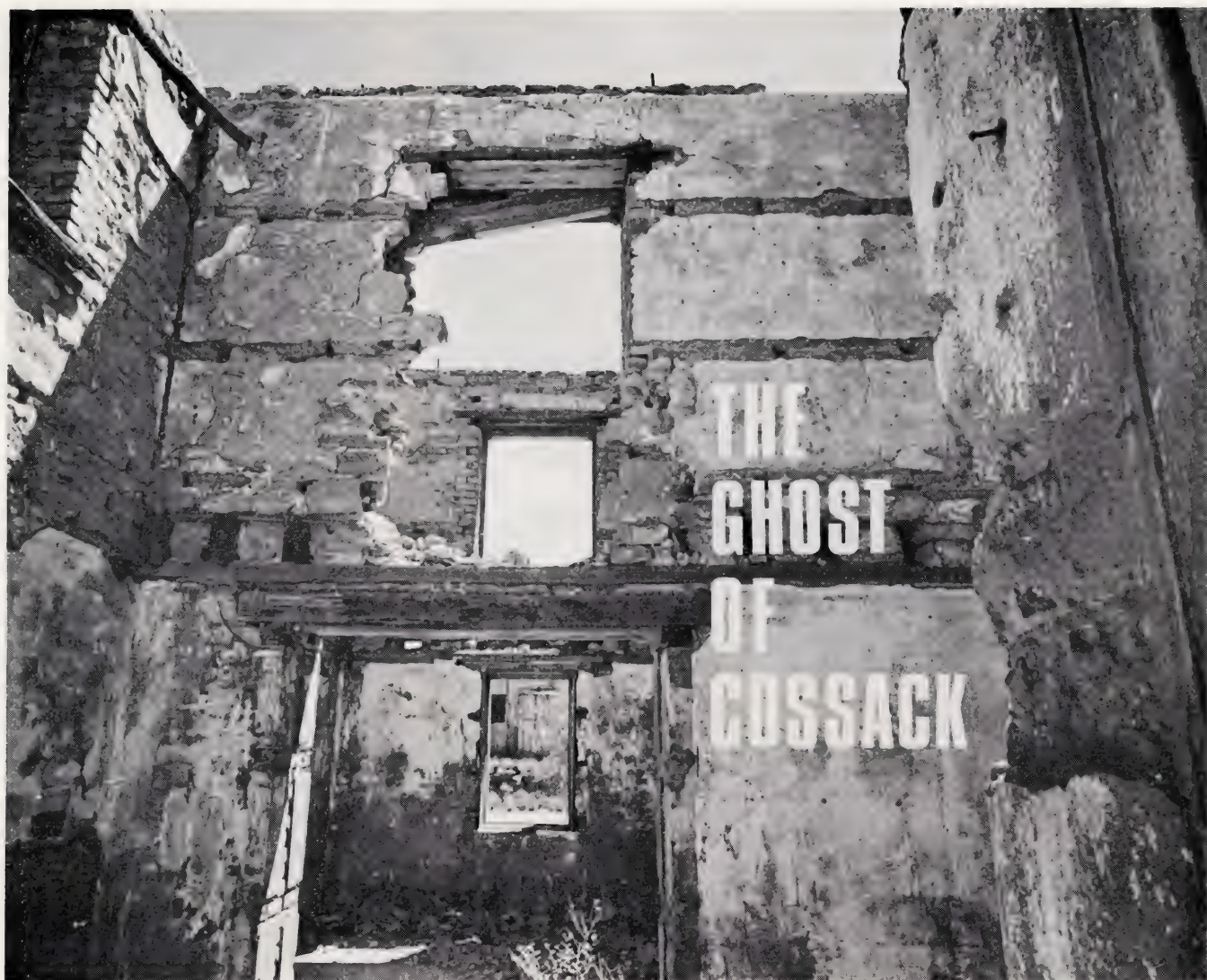


Ernest Crettenden

Workmates, past and present, gathered at the Swan Amenities Block in May to farewell Ernest Crettenden of the Bottling Department, Emu Division.

He joined the Company in 1942 and spent most of his 27 years service with the Bottling Department.

Pictured from left: Albert (Plum) Davies, retired Swan employee, Ernest Crettenden, Keith Carwardine, James Brookes, Cyril Starling and Desmond Vose, all of the Bottling Department, Emu Division.



Western Australia has its share of ghost towns mainly scattered across the State's goldfields but none has a more fascinating history—and future—as Cossack, the first port to be established on the North West coast.

The Swan River Settlement, founded in 1829, was still in its formative years and the North West pastoral industry was barely established when a party was dispatched from the Port of Fremantle to examine and select a site for a township between Cape Lambert and the De Grey River.

This area, about 1,000 sea miles north from Fremantle, was regarded as important for the expansion of the De Grey pastoral region. Now, it is internationally known as one of the

world's major sources of iron ore, with annual exports soon to rival the nation's total income from wool.

The year was 1863 when the small coastal vessel "Mystery" sailed north under the command of Captain Hedland with instructions to find a suitable place for a settlement and the watering of stock.

A rendezvous was arranged between the "Mystery" and the stock carrier "Tien Tsin" and a harbour was selected at Butcher's Inlet near the mouth of the Harding River.

The harbour was named Tien Tsin and the settlement established a few miles upstream at a point close to where the town of Roebourne stands today.

Eight years later, when the new port was beginning to make a little

Part of the two-storey post office at Cossack — walls are crumbling and timbers rotting since the roof was removed.

progress, the State Governor, Sir Frederick Weld made an official visit and the place was re-named after his ship, H.M.S. Cossack.

A year later, Cossack was gazetted as a town and the port of Roebourne.

Early settlers in the area noticed that many of the local aborigines wore ornaments and necklaces of mother of pearl. This led to the formation of a pearling operation, using natives to free-dive from small boats, collecting the shell in water up to 30 feet deep.

By 1868, there was a pearl shell boom in progress, with a number of



The old Cossack courthouse, built in 1885. The judge's bench and prisoner's dock are still intact. The building is to be fully restored as a tourist attraction.

boats and a cosmopolitan population engaged in shell collection. Six years later, the industry was worth \$160,000 annually—then an economic depression brought a sharp halt in prices and production.

Cossack owes much of its colourful past to the pearlers and their crews, along with the polyglot mixture of races which evolved from

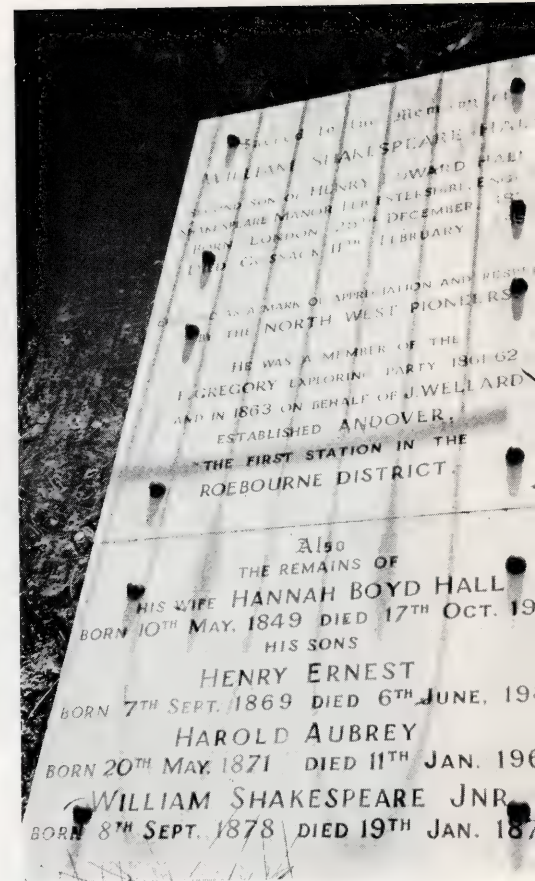
them. In the town's heyday, it boasted a "Chinatown" which included two Chinese general stores, a Chinese bakery, a Japanese store and a Turkish bathhouse.

In the main township, there were two Chinese stores, another Chinese bakery and a Cingalese tailor.

The population of "Chinatown" consisted of a majority of Malays, a



A reminder of the 1894 cyclone at Cossack—Captain Erickson, his wife and daughter and a number of crewmen were drowned when the schooner "Ann" sank in Foam Passage.



In memory of the Hall family—some of the pioneers who founded Cossack in the 1860's.

good number of Chinese, a few Japanese and a few Manilla men or Filipinos. Generally, they were well behaved but, occasionally, there were fights involving Malays, Japanese and Chinese.

A unique feature of this era was the horse-drawn tram service which covered a 12-mile track between Roebourne and Cossack. The service was operated three times daily with horses and drivers changing at the half-way mark.

In the 1890's a newspaper called the North West Times commenced publication in Roebourne. It flourished initially but it lacked support in later years and eventually folded up.

About this time, Cossack was fast declining. For more than 30 years it had been the main North West port, handling all supplies for Marble Bar, Port Hedland, Whim Creek, Maud's Landing, Condon and Balla Balla. Cargo for these places was transhipped from big schooners into

ketches, then hauled overland by teams of horses or camels.

With the steady decline in pearl shell prices, Cossack slipped badly. Many pearlers left the port and those who remained were forced to eke out a living as best they could.

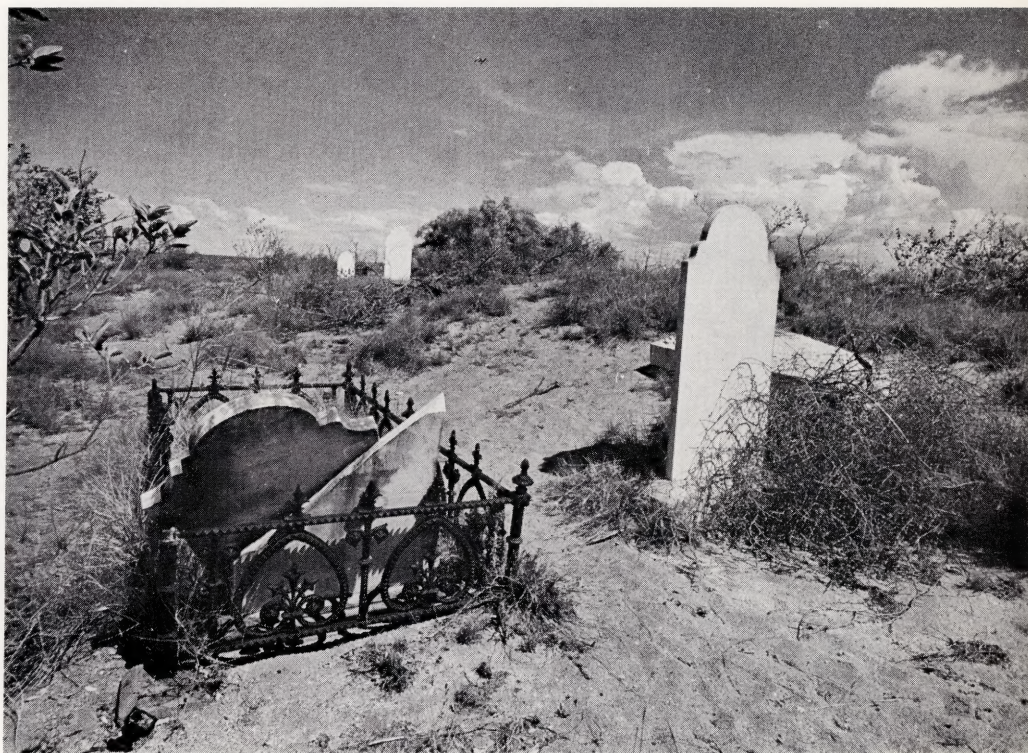
Some work was available on nearby sheep stations but this was seasonal and limited. In fact, Cossack was doomed to become a ghost town.

The port had suffered badly in the cyclones of 1894 and 1898. Each time, pearling luggers, small boats, and houses were lost or damaged and horses, cattle, sheep and goats swept away in the floods and high winds.

With cyclones in mind, most business houses had already been established inland at Roebourne, and this town now catered for the pastoral industry and travellers. It had two hotels, the White Horse and the Weld—later they were combined into one.

Roebourne has continued to serve the needs of the district over the years and, today, it is poised on the brink of vast development and expansion which almost certainly will come with the establishment of additional iron ore export operations in the area.

The old customs house built in the 1890's.



Cossack, too, is destined for greater things. Although a deserted haven for vandals for many years, it is now to have a complete facelift at the expense of the Western Australian Government.

The town's old courthouse, built of solid local rock in 1885, is to be fully restored at a cost of \$18,500. Other old buildings, such as the customs house, gaol, post office and store still stand in varying states of

Vandals have not ignored the pioneer's cemetery at Cossack.

repair and, together with the town's cemetery, constitute one of the North West's most fascinating tourist attractions.

In all, \$21,000 is to be spent on restoration at Cossack to make it a worthy reminder of the days of the State's North West pioneers. ●



Anzac Day In Bermuda

A group of Australians living on the island of Bermuda observed Anzac Day in a somewhat traditional manner this year when the local Swan distributor made some Swan Lager available for a special taste testing function.

Mr. William deV Frith, director of Friths Liquors Limited of Hamilton, Bermuda invited the group to sample the Swan to celebrate the occasion.

The picture (right) shows the tasting function in progress—from left: Miss May Coye, a secretary from Sydney, Mr. Ian Morris, district sales manager for Qantas, Mr. Terry Peters, a chemist from Surfers Paradise, Mrs. Z. Moran, Qantas secretary and Mr. Frith.

The tasting committee was unanimous in its approval of the product and word is spreading fast through Bermuda that Swan is now readily available.



In Kuala Lumpur

Pictured in the Bamboo Bar at the Hotel Merlin in Kuala Lumpur are, from left: Mr. A. J. Ruiter, hotel manager, Mr. Alan Rowe, manager, Maclaine Watson (Imports) Ltd., Kuala Lumpur, Mr. Phan Choon Poh and Mr. S. Y. San, both of Maclaine Watson.



In Singapore

In Singapore, as in cities throughout South East Asia, Swan continues to win friends of many different nationalities.

The photograph (right), taken at Singapore's Kangaroo Club, a strong hold for expatriate Australians and local inhabitants, lends emphasis to the statement.

Pictured, from left, enjoying cold Swan, are: Mr. Peter Uyeda of Cathay Pacific Airways, Mr. Thomas Khoo of the Prudential Assurance Co., Mr. Grant Campbell of Swissair and Mr. Jan Van Baak, Managing Director, MacLaine Watson (Imports) Ltd., Swan's agents in Malaysia and Singapore.

Behind the bar are, from left: The club barman and Judy and Pat Grant, Mine Hosts of the Kangaroo Club.



At Bahrain

The island of Bahrain in the oil-rich Arabian Gulf region, is one of several cities in the area where Swan is readily available.

Our photograph shows a consignment of canned Swan being unloaded at the port of Bahrain before distribution

by Swan's local agents, Gray MacKenzie & Co. Ltd.

Regular consignments of Swan are exported to the Gulf region from Western Australia—large quantities of export beer leave the Port of Fremantle every day for ports around the world.





The Stirling Arms Hotel at Guildford, one of the oldest settled areas of the Perth metropolitan region, has been extensively remodelled and given a new wing featuring the most modern guest facilities which enable patrons of Mine Host Tom Thirsk to enjoy food, drink and entertainment in superb surroundings, traditional to the Company's hotels across Western Australia and the Northern Territory.